

### AMENDMENTS TO THE CLAIMS

Please amend the claims of the present application as set forth below. A status identifier is provided for each claim in a parenthetical expression following each claim number. Changes to the claims are shown by strikethrough (for deleted matter) or underlining (for added matter).

Claims 1-55 (cancelled).

56. (previously presented): A method for enhancing a continuous video content program with supplemental hyperlink content to provide viewer interactivity with the video content program, comprising the following steps:

configuring digital data to define multiple display layouts:

each prescribing how the supplemental hyperlink content and the video content program are to appear in relation to one another when displayed; and

that are selectively displayable in response to a viewer selection;

transmitting the digital data and the video content program to a viewer computing unit;

displaying the supplemental hyperlink content and the video content program according to the display layout; and

dynamically changing the display layouts of the supplemental hyperlink content and the video content program in response to the viewer selection.

57. (original) A method as recited in claim 56, further comprising the following steps:

1 configuring the data to define multiple different display layouts that are  
2 selectively displayed to the viewer depending upon the viewer's selections of  
3 possible choices presented in the supplemental hyperlink content; and

4 dynamically changing the display layouts of the supplemental hyperlink  
5 content and the video content program in response to said viewer's selections.  
6

7 58. (original): A method as recited in claim 56, wherein the transmitting  
8 step comprises the step of transmitting the digital data along with the video  
9 content program as the same signal.  
10

11 59. (original): A method as recited in claim 58, further comprising the  
12 following steps:

13 receiving said signal containing the digital data and the video content  
14 program at the viewer computing unit; and

15 separating the digital data from the video content program at the viewer  
16 computing unit.  
17

18 60. (currently amended): A method for enhancing a continuous video  
19 content program with supplemental hyperlink content to provide viewer  
20 interactivity with the video content program, comprising the following steps:

21 configuring digital data which defines a display layout prescribing how the  
22 supplemental hyperlink content and the video content program are to appear in  
23 relation to one another when displayed;

24 transmitting the digital data along with the video content program as two  
25 separate signals from two separate sources; and

1 displaying the supplemental hyperlink content and the video content  
2 program according to the display layout.

3  
4 61. (previously presented): A method as recited in claim 60, wherein the  
5 transmitting step comprises the following steps:

6 transmitting the digital data as a first signal from a first source; and  
7 transmitting the video content program as a second signal from a second  
8 source that is different than the first source.

9  
10 62. (original): A method as recited in claim 56, wherein the configuring  
11 steps comprises the step of creating an HTML document having HTML extension  
12 attributes that assist in defining the display layout.

13  
14 63. (original): A method as recited in claim 62, further comprising the step  
15 of creating the HTML document using at least one extension attribute selected  
16 from a group comprising: a background extension attribute which specifies how a  
17 background is to appear; an image source extension attribute which specifies an  
18 address of a video source to be displayed; and a focus extension attribute to  
19 specify where a focus indicia is located in the display.

20  
21 64. (original): A method as recited in claim 56, wherein the configuring  
22 steps comprises the step of creating an HTML document having one or more  
23 HTML tags that assist in defining the display layout.

1           65. (original): A method as recited in claim 64, further comprising the step  
2 of creating the HTML document using at least one tag selected from a group of  
3 tags comprising: a tag to control update or display of sound or pictures; a tag to  
4 store and coordinate collections of images; a tag to control font styles; a tag to  
5 retrieve and display one of the images; and a tag to describe transition from one  
6 screen display to another.

7  
8           66. (previously presented): A method for authoring an interactive  
9 entertainment program, comprising the following steps:

10           constructing digital data to support interactive functionality with a video  
11 content program, the digital data being configured to permit a viewer to  
12 interactively control display of supplemental content along with the video content  
13 program;

14           defining a display layout of how the supplemental content and the video  
15 content program are displayed; and

16           encoding the digital data with instructions to dynamically change the  
17 display layout of the supplemental content and the video content program in  
18 response to viewer control.

19  
20           67. (cancelled).

21  
22           68. (currently amended): A computer-readable storage medium containing  
23 a target resource, the target resource comprising:

24           supplemental content for rendering to a viewer to supplement viewing of a  
25 continuous, non-interactive video stream;

1       one or more elements prescribing multiple display layouts of how the  
2 supplemental content is to be rendered along with, and relative to, the video  
3 stream.

4  
5       69. (original): A computer-readable storage medium as recited in claim 68  
6 wherein the target resource comprises an HTML document and the elements  
7 comprise HTML tags and/or extension attributes for HTML tags.